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COSMETASSURE PARTNERS WITH INTERMARK GROUP

Birmingham, Ala. – Palomar Insurance Corporation is pleased to announce its partnership with Intermark Group, Birmingham’s foremost advertising agency, to lead its marketing efforts for CosmetAssure, the company’s elective aesthetic surgery insurance program.

Many patients are unaware that their health insurance policies will not cover complications that following an elective cosmetic procedure. CosmetAssure provides coverage to patients who may experience complications when undergoing an aesthetic procedure. Patients receive these benefits when choosing a participating physician located throughout the country.

“We are thrilled to partner with Intermark Group as we progress in the evolution of the CosmetAssure brand,” said Dr. Grotting, Owner of Aesthetic Surgeons’ Financial Group (ASFG). “Intermark’s knowledge and experience will no doubt guide us to great achievements.”

Intermark will lead all public relations initiatives for CosmetAssure by informing the public of the need and availability of this specialized insurance while also reaching out to physicians so this product can be made available to more cosmetic surgery patients.

Along with public relations efforts, Intermark’s Interactive division will also develop a new website that will include patient and physician testimonials, online physician enrollment, and an Ask the Expert Center.

“We are honored to add CosmetAssure to our portfolio and look forward to providing solutions for Palomar to exceed their goals,” said Intermark’s chief executive officer, Jake McKenzie.

About CosmetAssure

CosmetAssure is an innovative insurance product available through participating surgeons for patients undergoing an aesthetic cosmetic procedure, providing coverage for unexpected medical complications, should they arise. Headquartered in Montgomery, Ala.,

CosmetAssure currently works with 500 surgeons across the country. For more information, please visit CosmetAssure's website at www.cosmetassure.com.

About Intermark Group

Intermark Group is a multi-disciplined marketing firm that provides advertising, media planning and purchasing, public relations, interactive, film and production. Intermark Group employs more than 140 people and the main office is located at 101 25th Street North, Birmingham, Ala. 35203. For more information on Intermark Group, please visit our website at www.intermarkgroup.com.

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